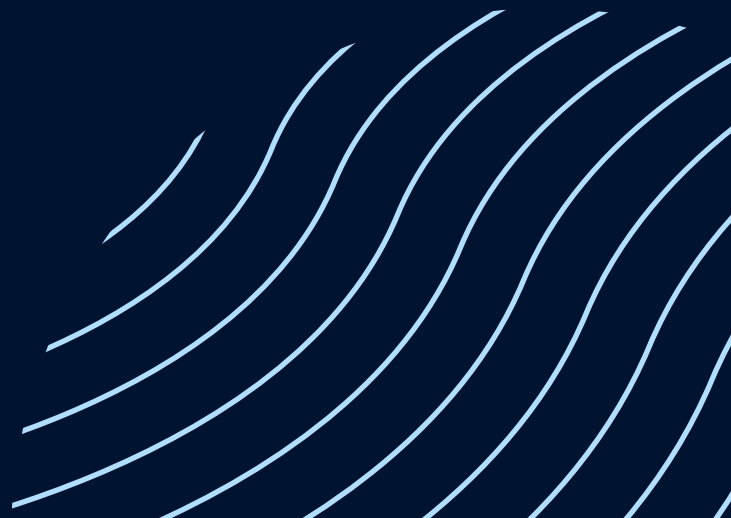




# How To Start Your **Social Media** **Marketing Agency**

# Table of Contents

- 03** Introduction
  - 04** Starting out
  - 06** Setting up your business systems and processes
  - 08** Finance management
  - 08** Policies and systems for onboarding new clients
  - 10** Conclusion
- 

# Introduction

There are numerous factors to consider before kicking off and launching your social marketing agency.

If you are serious about starting a social media marketing agency, start by planning it and putting your plan into action. Then, improve your business as time goes on. Work out what you want to achieve with your agency; the specific problem you want to solve. It would help if you were clear on what you want to do and how you will do it, how much money you hope to make, who your customers will be and how they will pay you.

This guide will take you through these steps with ease, helping you find success with your social media marketing agency.



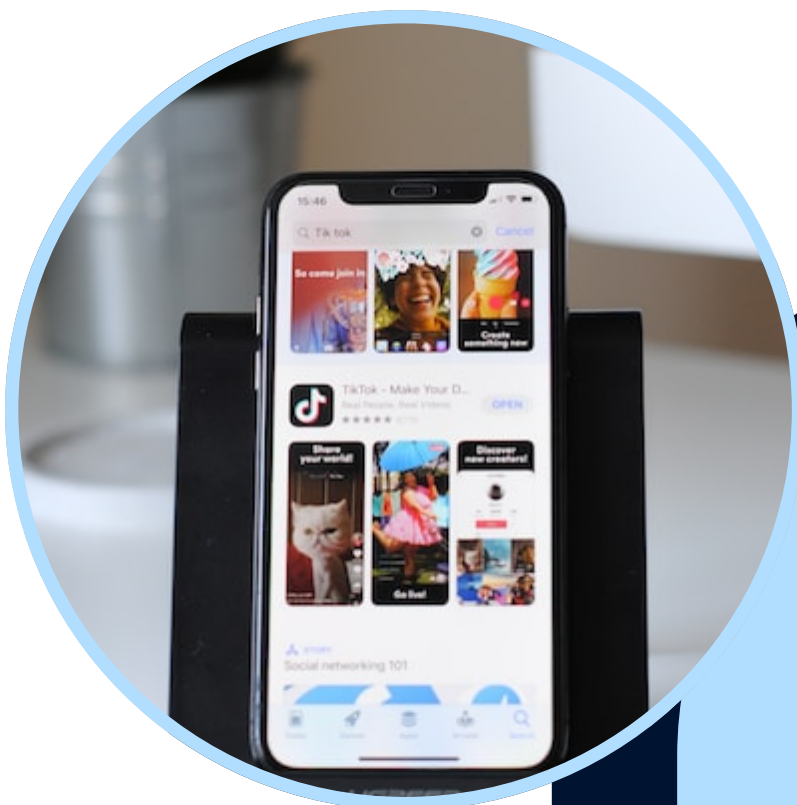
# Starting out

Social Media Marketing is no longer merely social; it is a rapidly growing industry. Facebook, Twitter, Threads and many other networks are now viewed as platforms for marketing and advertising. Companies are getting on board with this, adapting new approaches to reach their existing and potential customers more effectively.

Starting a social media marketing agency is a gradual process. Building a reputation as an expert in the field takes time, effort and resources.

The first step to starting a social media marketing agency is ensuring you have all the necessary skills. Social media marketing can be very complicated; and if you aren't patient, it could get overwhelming, and hiring someone with more experience may be better.

You will also need to consider how much time you can dedicate to this business and how much money you want to invest. If you start small, you don't need many clients and can work at your own pace.



## Here are some tips for starting your social media marketing agency:

1

### **Decide your agency's services:**

Will you specialize in Facebook ads, LinkedIn or Twitter? Or maybe all three? Do you want to focus on small businesses or large ones? Make sure you know what types of clients you are targeting before officially launching your business - otherwise, you may waste time chasing leads that aren't right for your business.

2

### **Choose what platforms you offer:**

If you decide to provide limited services, your client base will be narrow. On the other hand, if you provide services for all major platforms (Facebook, Twitter, Instagram, etc.), you'll have a broader range of clients.

3

### **Research the competition:**

You don't want to end up competing with larger agencies that are more experienced and better funded than you are. Target a niche market, and focus on serving clients needing your services in that niche. Don't compete head-to-head with larger agencies by offering the same services they offer at lower prices. Sometimes, this strategy can be catastrophic.

4

### **Know where your clients are coming from and where they're headed:**

For an agency to succeed in social media marketing, the owner must be aware of the trends and motives of their clients. The client base is always changing, and for your agency to stay on top of it, you need to know where your clients are coming from and where they're headed. And as your business grows, you'll need to invest resources into tracking what's most effective for your business and where new opportunities might lie.

5

### **Determine your pricing strategy:**

There are two primary considerations when deciding how to charge clients:

- What your competitors are doing: Do they have packages where their rates vary based on the size of the client? Do they have packages where their rates vary based on the time commitment required?
- What makes sense for your business model: You can charge per project, month or year based on the number of posts created and the analytics provided.

Since this is your business and you have the most knowledge about it, consider both factors carefully before deciding on a method.

6

### **Discover the tools you need:**

Social media management platforms like [PostPaddy](#) allow you to manage multiple brands' socials in one place. You can create and share posts, invite your team members to collaborate on content creation. Create drafts that your team/client can preview & leave comments on and you can also schedule posts so that your content is posted at the best times for engagement.

Social monitoring tools like Google Alerts help you keep track of mentions on social media of your brand or clients' brands so you can respond quickly to any negative comments.

Discover tools to help you engage client accounts and speed up your workflow.

## **Setting up your business systems and processes:**

This includes creating your website, setting up your email marketing system, creating an accounting system and setting up a CRM (Customer Relationship Management) system. This step is really important because it will save you time and money in the long run. It will also help you create a structure for marketing on social media, and you can set up your team conveniently.

7

### **Create an identity for your company:**

Choose a name that reflects your business's nature and makes sense to potential customers. Create a compelling tagline with a clear benefit statement (for example, "We help small businesses grow their customer base").

8

### **Decide on a solid social media marketing strategy:**

Develop a strategy that includes specific goals, tactics, timelines, budgets, and resources. This can be as simple or complex as you want; make sure it is clear and actionable.

9

### **Create a marketing plan:**

As we mentioned earlier, it is essential to look at the available demographics for each platform and focus on the most promising ones. For example, if you're going after large brands with bottomless pockets, your process might look like this:

- Leverage LinkedIn to connect with people within **\*\*\*specific organizations\*\*\*** and build relationships with them over time.
- Develop a plan with specific goals for each social media platform you choose to market your services (For example, Facebook ad campaigns, Instagram posts, LinkedIn groups).
- Also, set up your email marketing system.

10

### **Get your website ready to go live:**

One of the most important things to consider when setting up your agency is how you want to present that agency. Your website is your digital storefront and the first place people will go when considering hiring your social media marketing agency. So if you want to start getting clients, you need to have a site ready to go live as soon as possible.

11

### **Create an accounting system:**

Set up a business bank account under the business' name. This requires completing legal paperwork and setting up the business with proper identification. However, it makes transactions much simpler since you won't have to deal with sorting funds in your personal account and those coming from your business. Next, find an accounting system that fits your agency's needs. If you're unsure where to start, look at accounting software like Quickbooks or Xero.

12

### **Set up a CRM (Customer Relationship Management) system:**

A CRM system can help increase your agency's success. A CRM is a software program that allows you to manage your contacts, organize your marketing strategies, and will help you keep track of your client's interests and needs. Some of the most popular CRMs include Hubspot and Salesforce.

13

### **Tax, revenue management and setting up a legal entity:**

Now that you've decided on a business structure, it's time to register with the state where your office is located and register yourself as an employer with federal agencies. You'll also need a tax identification number and, where applicable, an Employer Identification Number (EIN).

## **Policies and systems for onboarding new clients:**

You must have a system to onboard new clients to stand out as an agency. It doesn't have to be fancy or complicated — just something to walk your new client through specific processes or procedures.

*Now that the technicalities have been sorted, we recommend these tips for onboarding in any social media marketing agency:*



14

### **Have a contact form on your website:**

This is an excellent way for prospective clients to get in touch with you quickly and easily, even if they're not ready to hire you. It's also an excellent way to collect email addresses so you can market other services to them later through email marketing.

15

### **Set up an introductory meeting with the client:**

You will introduce yourself and your social marketing agency at the meeting. Find out what their problems and challenges are; then how what your agency offers will be a good match for their business and the perfect solution for their challenges. Make sure this meeting is in person or through a video call; it will help create a more valuable relationship between you and the client.

16

### **Identify communication methods:**

As we mentioned earlier, it is essential to look at the available demographics for each platform and focus on the most promising ones. For example, if you're going after large brands with bottomless pockets, your process might look like this:

- Leverage LinkedIn to connect with people within **\*\*\*specific organizations\*\*\*** and build relationships with them over time.
- Develop a plan with specific goals for each social media platform you choose to market your services (For example, Facebook ad campaigns, Instagram posts, LinkedIn groups).
- Also, set up your email marketing system.

# Conclusion

Once you have established what kind of business model you want and who your target market is, you can start working on creating a website for your new company. This should include information about the services that your company offers and the value that these services bring to clients' businesses. It should also include contact details, so interested clients can contact you about hiring your services.

Once your website is up and running, promote it through social media channels such as Instagram, Facebook, and Twitter. Your website should have links from these channels so that people can easily find them when they search for related terms on search engines.



# About PostPaddy

**PostPaddy** offers you professional and revolutionary features of content scheduling to advance your social media marketing agency. This free social media scheduling tool allows you to draft, edit, preview, schedule, and publish all social media content directly into social media accounts.

PostPaddy's social media scheduling tool is interactive. You get all your assets (copy, visuals, hashtags) and your visual overview in one place. It works with LinkedIn, Facebook, Instagram, YouTube, TikTok, and Twitter.

PostPaddy offers a range of account options tailored to meet your needs: Essential, Growth, and Business accounts. With our innovative platform, you can effortlessly manage up to 8 distinct brands and 6 diverse social media channels per brand, depending on your chosen plan. What's more, we empower you to invite and seamlessly incorporate your team members, fostering collaboration and streamlining your business operations. By harnessing the power of PostPaddy, you'll experience enhanced efficiency, increased profitability, and a smoother workflow like never before.

[Try PostPaddy for free](#)

# Thank you for reading!

Please check out our other resources at  
[blog.postpaddy.com/resources](https://blog.postpaddy.com/resources)

You can also connect with us on social media @postpaddy on

